

Fig. 1

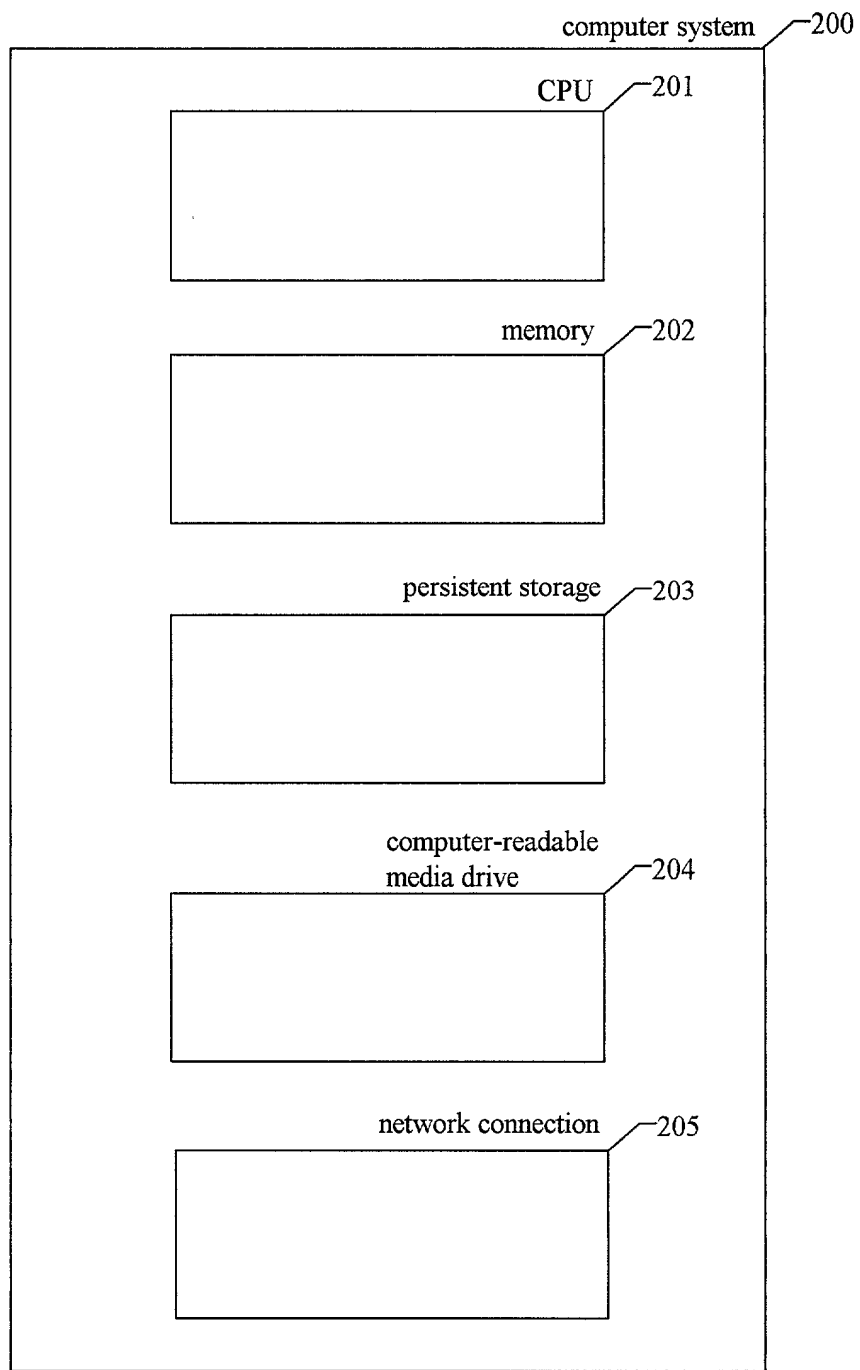


Fig. 2

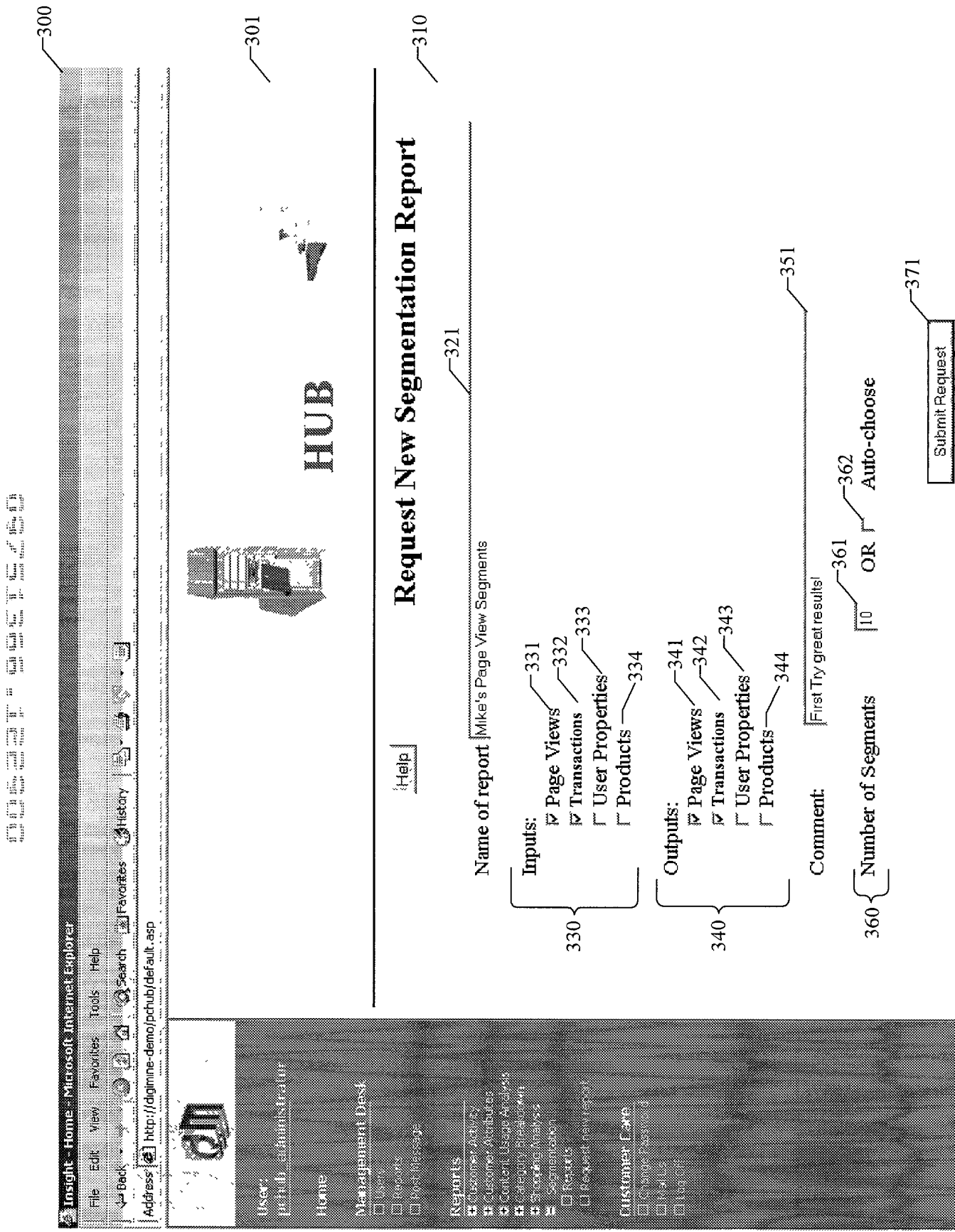


Fig. 3

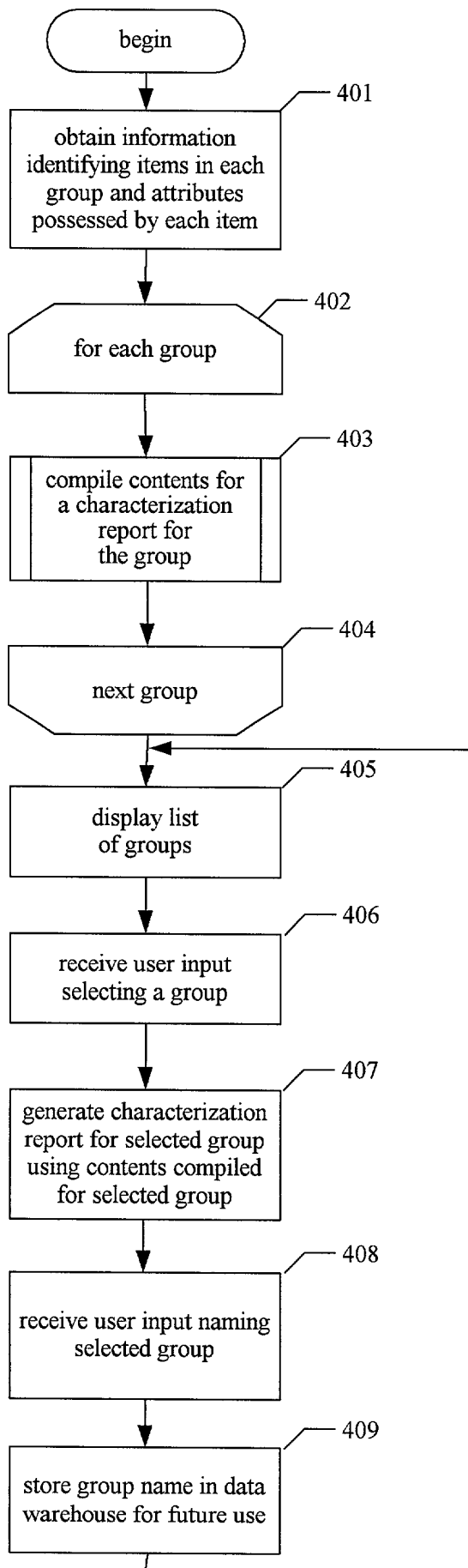
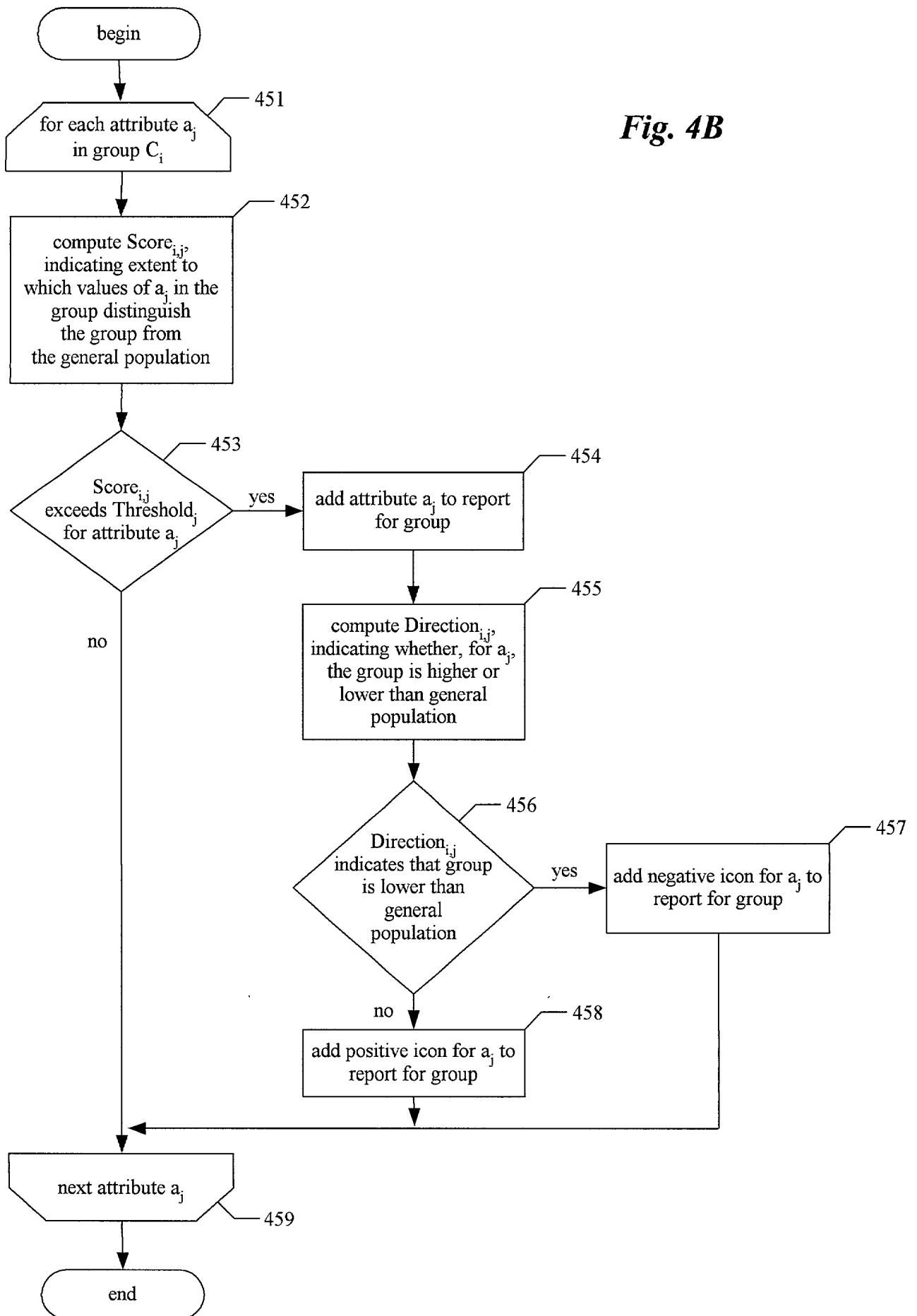


Fig. 4A

Fig. 4B



501 Group	502 User ID	503 User Attributes
		⋮
510	3	5 PurchasedAnyProduct, PurchasedAdventureGame
511	3	16 PurchasedAnyProduct, PurchasedDrivingGame
512	3	63 PurchasedAnyProduct, PurchasedAdventureGame
513	3	64 PurchasedAnyProduct, PurchasedAdventureGame
515	3	65 PurchasedAnyProduct, PurchasedAdventureGame, PurchasedDrivingGame
515	3	67 ViewedHomePage
516	3	69 PurchasedAnyProduct, PurchasedAdventureGame
517	3	84 PurchasedAnyProduct, PurchasedDrivingGame
518	3	89 PurchasedAnyProduct, PurchasedAdventureGroup, PurchasedDrivingGame
519	3	90 PurchasedAnyProduct, PurchasedAdventureGame
520	4	6 PurchasedAnyProduct, PurchasedAdventureGame, ViewedHardDrivePage
521	4	7 ViewedPage, ViewedHardDrivePage, ViewedNetworkCardPage
522	4	26 ViewedHardDrivePage, ViewedNetworkCardPage
523	4	44 ViewedRacingGamePage, ViewedNetworkCardPage
524	4	46 CheckedOrderStatus, ViewedHardDrivePage, ViewedNetworkCardPage
525	4	52 ViewedHomePage, ViewedNetworkCardPage
526	4	55 ViewedHardDrivePage, ViewedNetworkCardPage
		⋮

Fig. 5

Attributes
Table








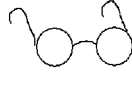


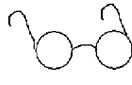


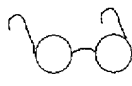


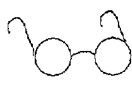


Attribute	Threshold	Icon ID	Positive Icon Image	Negative Icon Image
ViewedHomePage	80	1		
CheckedOrderStatus	41	2		
PurchasedAnyProduct	50	3		
UsedCoupon	70	4		
ViewedAdventureGamePage	55	5		
PurchasedAdventureGame	55	6		
ViewedRacingGamePage	60	5		
Purchased Racing Game	60	6		
ViewedNetworkCardPage	72	5		
PurchasedNetworkCard	72	6		
ViewedHardDrivePage	71	5		
PurchasedHardDrive	68	6		

Fig. 6

	Cluster Membership	
Attribute a_j	In C_i	Not in C_i
True	a	b
False	c	d

Fig. 7

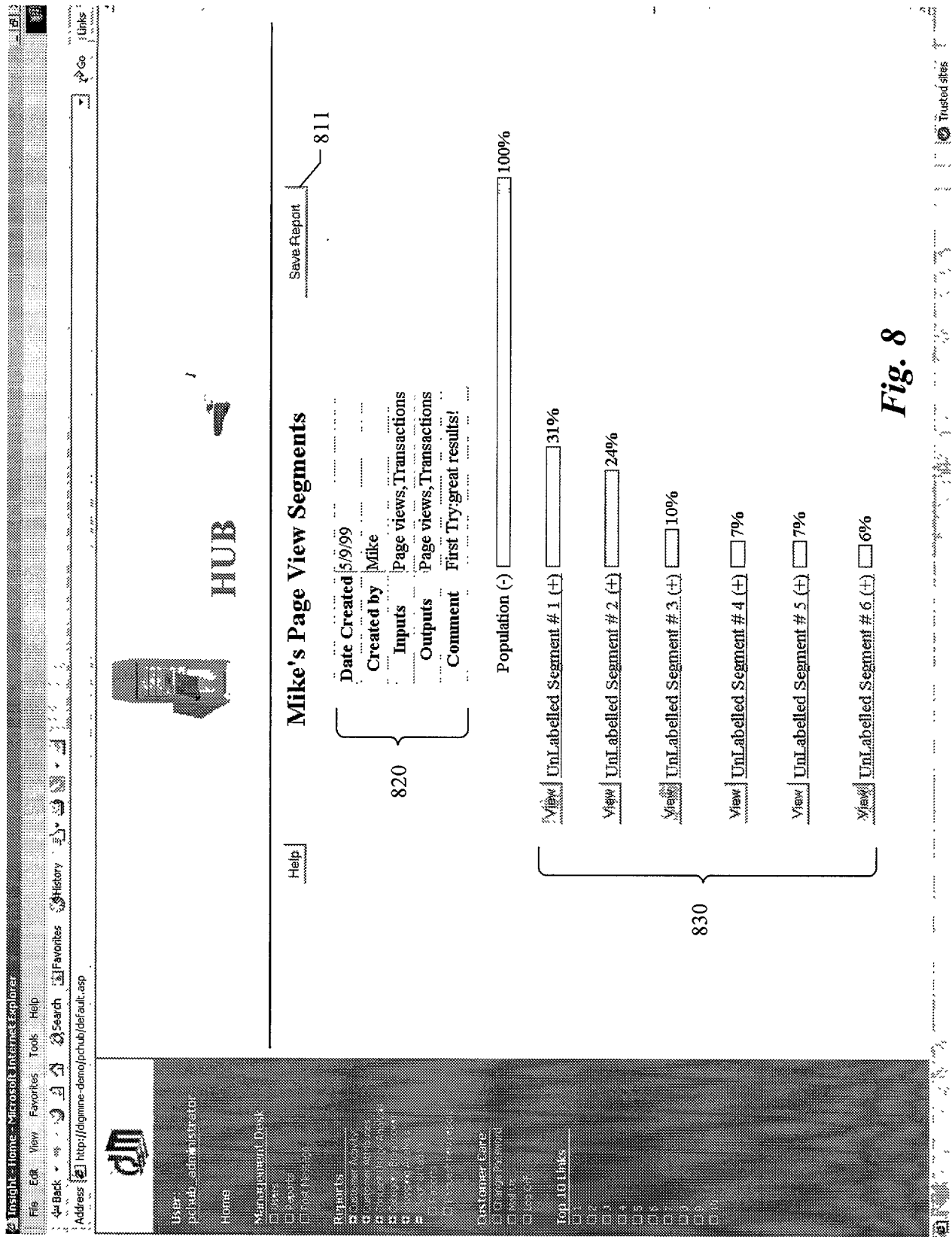
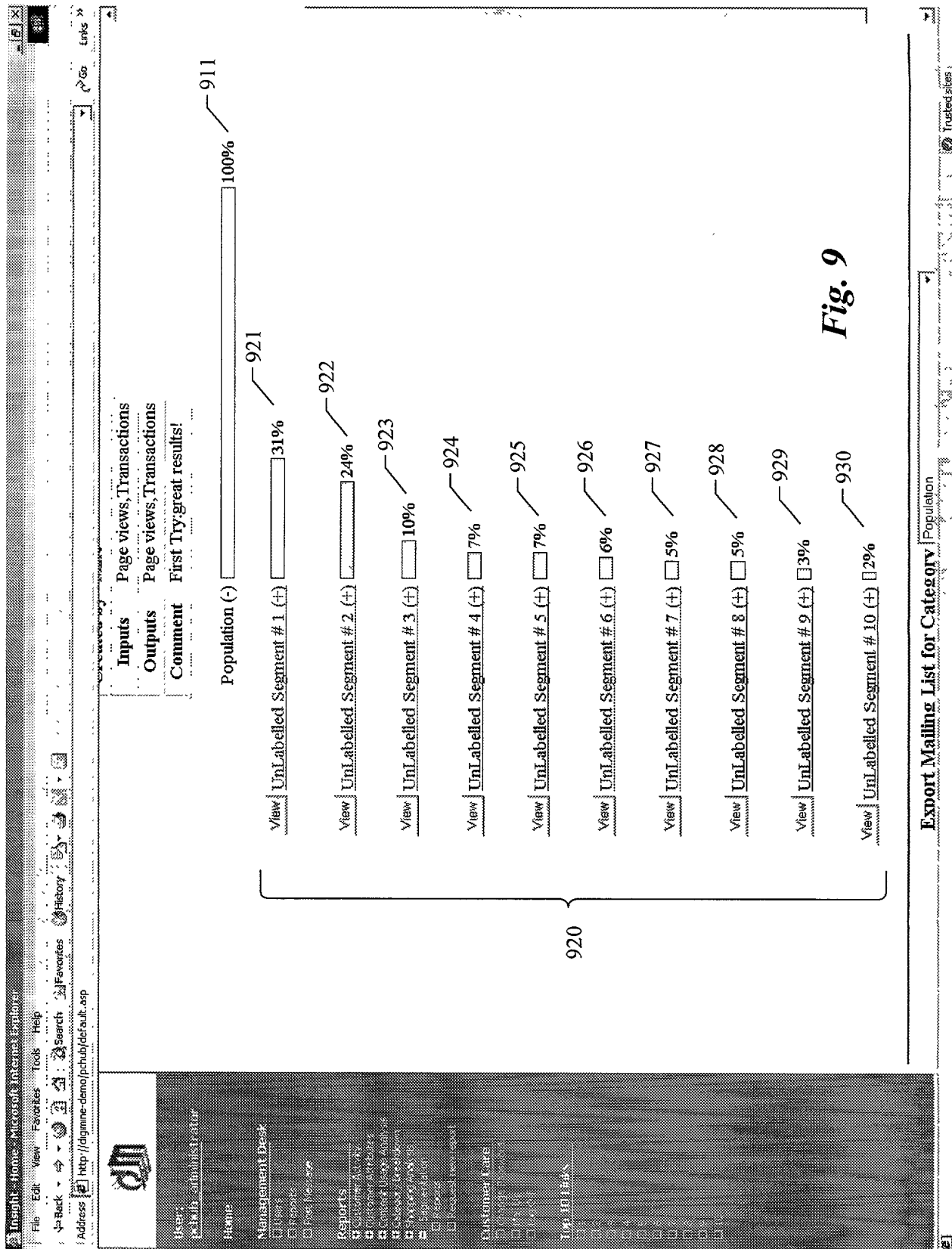
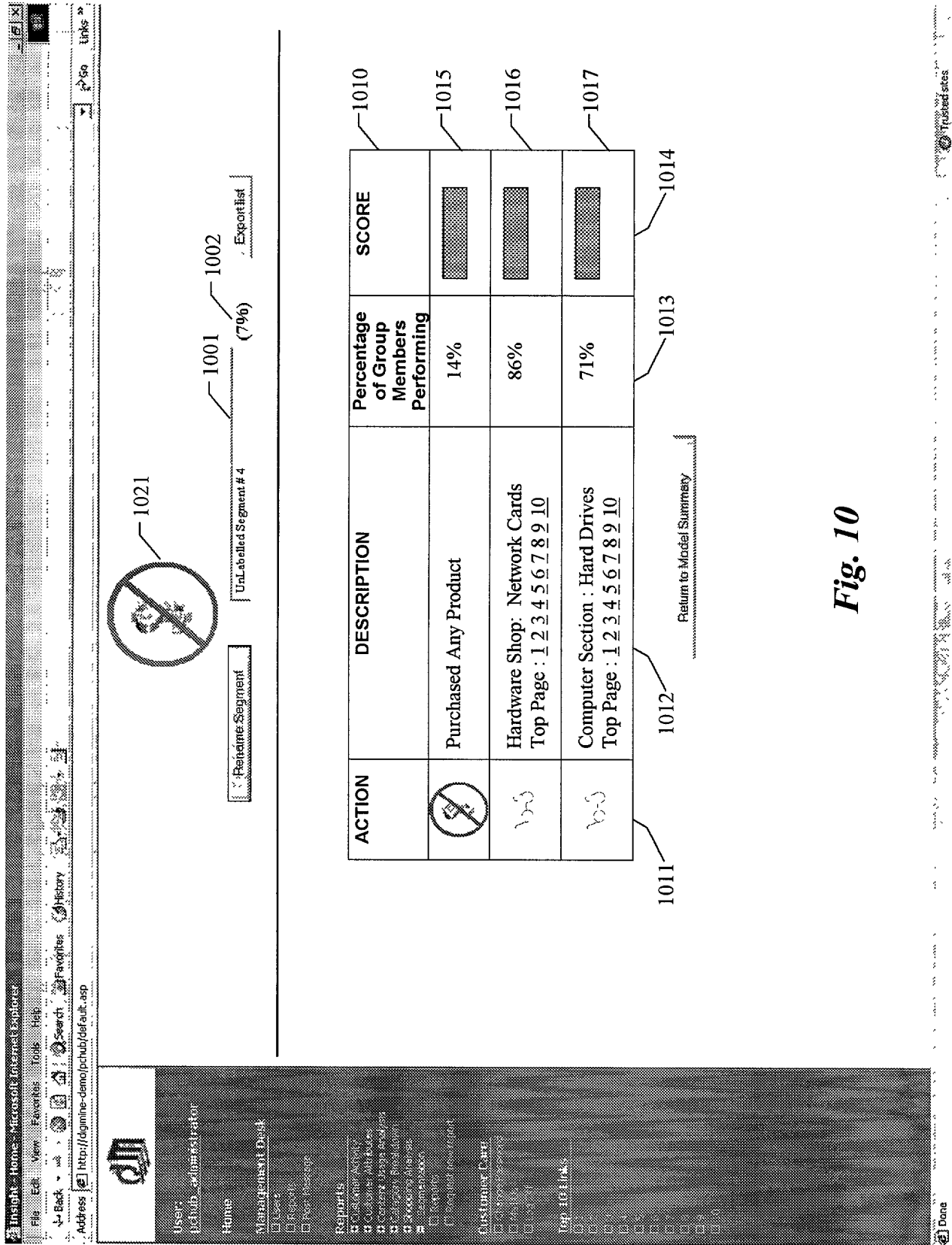


Fig. 8





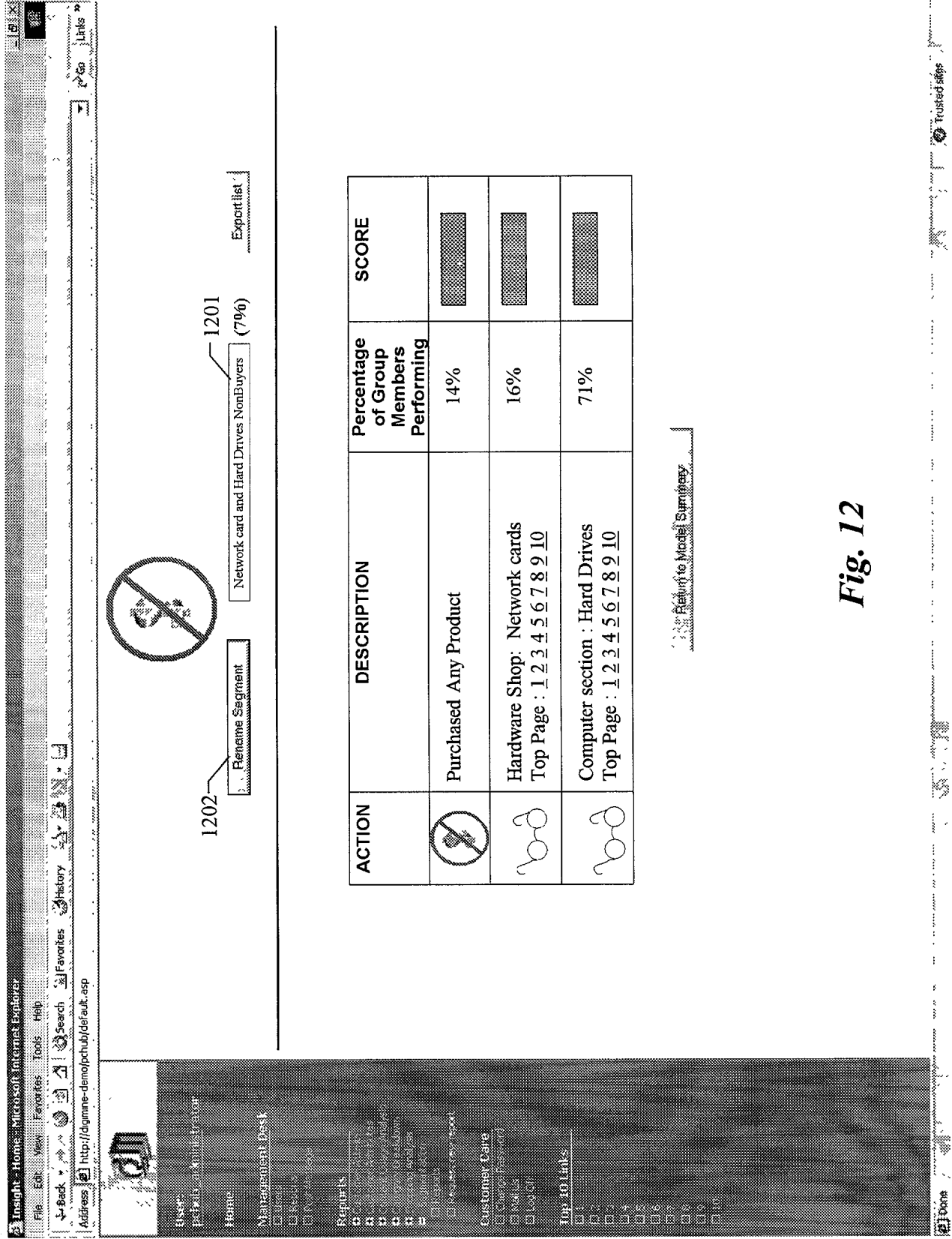


Fig. 12

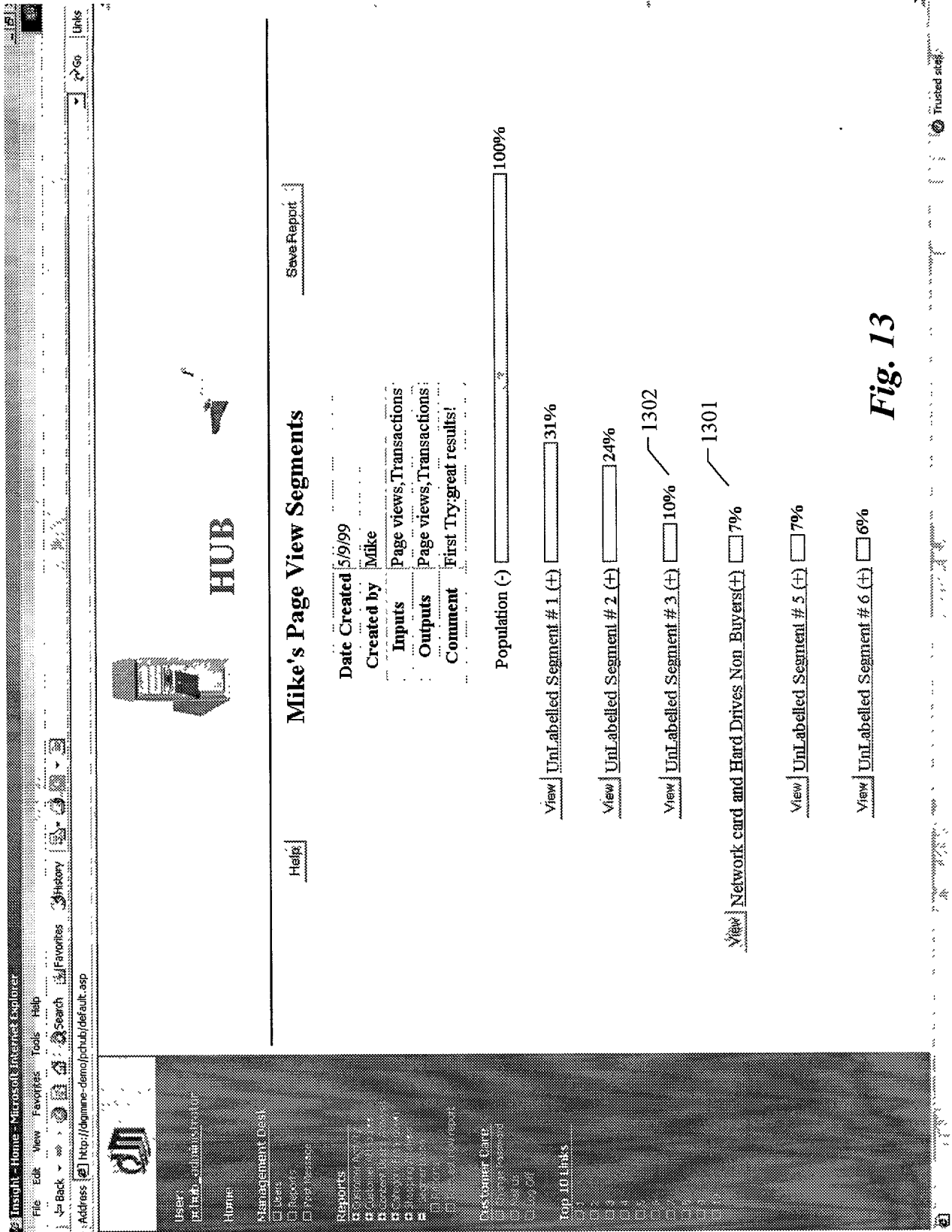
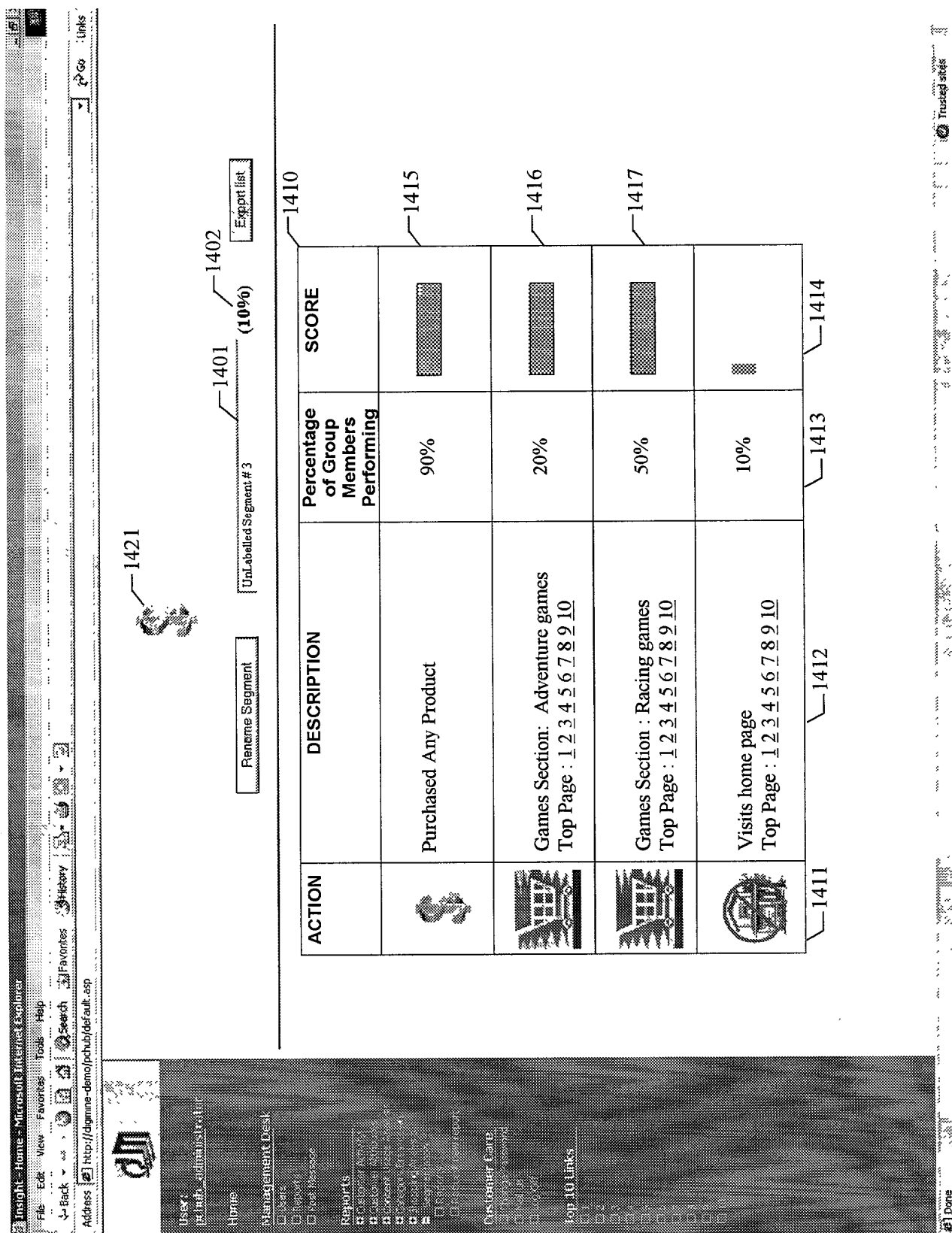


Fig. 13



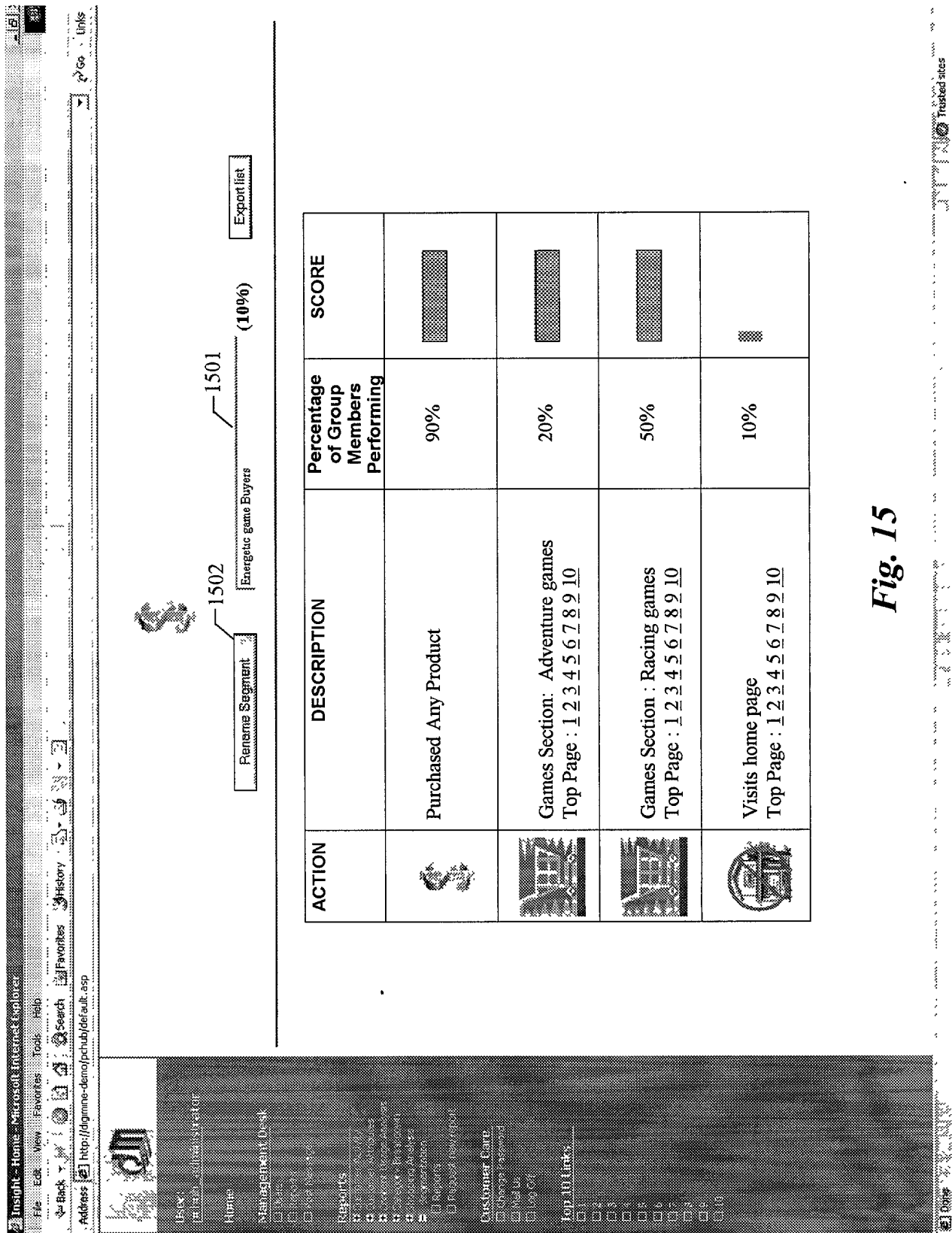
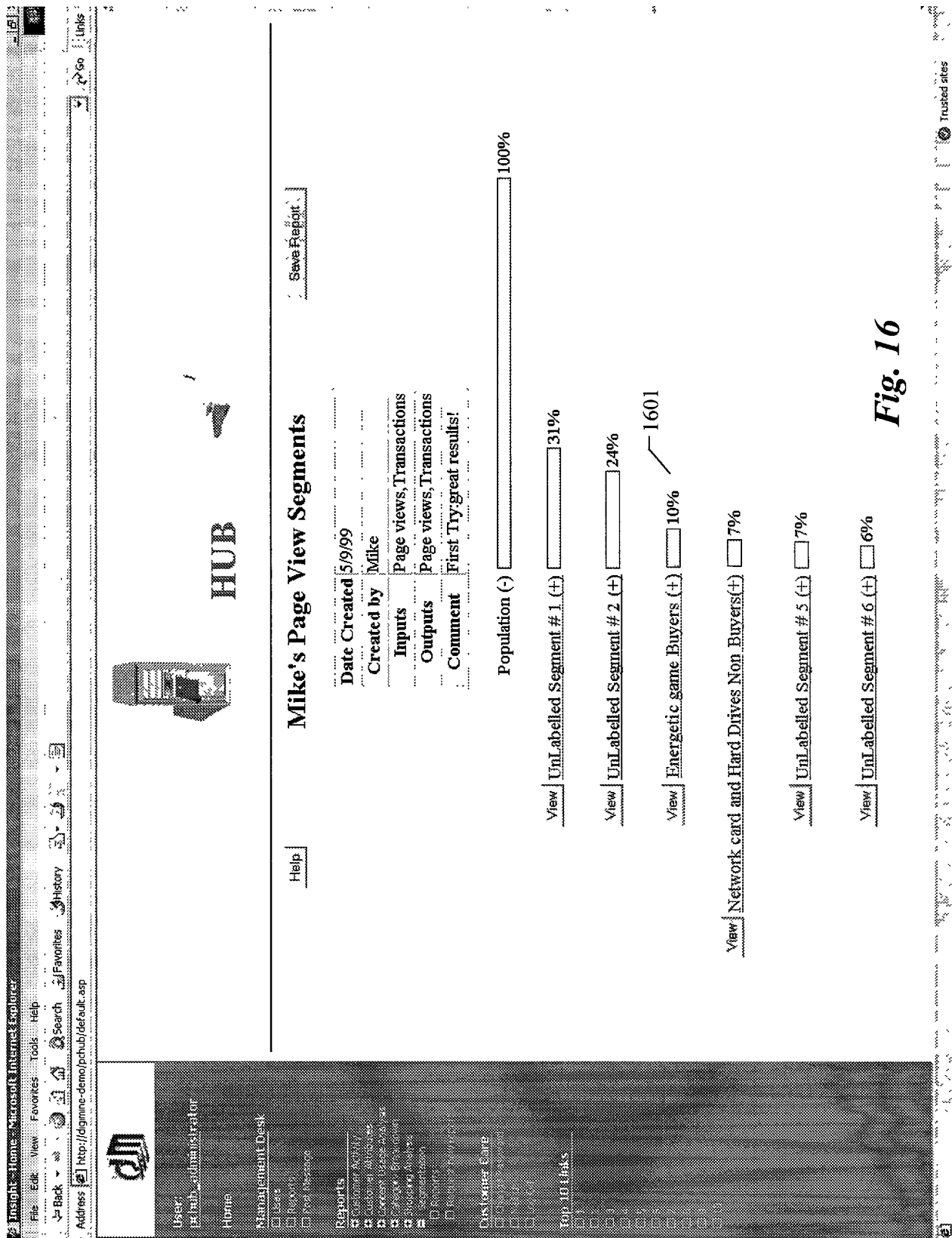


Fig. 15



HUB

Mike's Page View Segments

Save Report

Date Created 5/9/99

Created by **Mike**

Inputs

Outputs

Comment **First Try:great results!**


Population (-) 100%

View Searchers (+) 31%

View	Others (+)	24%

View Energetic game Buyers (+) ☐ 10%

[View](#) **Network card and Hard Drives Non Buyers(+)** ☐ 7%

View Digital Cameras/Camcorders Non-Buyers (+)  7%

View Computer cable and video card Buyers (+) ☐ 6%

1700

Fig. 17